Sample Targeting Map

Target Occupations:

**Occupations:** Computer Technician / Field Service Technician / Help Desk Technician

**Functions:**
- Installation, Configuration, and Upgrading
- Diagnosing and Troubleshooting
- Basic Networking
- Application Development
- Preventative Maintenance

Company Attributes:

**Attributes**
- People oriented
- Do not do experiments on animals
- Committed to quality customer service

**Location**
- Primary – Montreal, Toronto
- Secondary – Western Canada
- Other – Major cities in the USA

Target Industries & Company Listings:

**Consumer Products:**
- Revlon
- L&F Products
- Chanel
- Airwick
- Church & Dwight
- Johnson & Johnson
- Carter Wallace
- Sony Products
- Estee Lauder

**Pharmaceuticals:**
- Abbott
- Omega Laboratories
- Lundbeck Canada
- Paladin Labs
- Pfizer Canada
- Merck Canada
- Pharmascience
- Sanofi Canada
- Novartis

**Biotechnology:**
- Bio-K Plus
- Bellius Sante
- Mimetogen
- Osta Biotechnologies
- Kiadis Pharma Canada
- Prognomix
- Proscan Rx Pharma
- Methylgene

**IT:**
- Artifice Studio
- MaVe Solutions
- Brossoft
- DatabaseSkills
- Cyble Technologies
- Solutions Integris
- Signeo
- Solutions Total-IT
- SDG Media

**Others:**
- Medco
- Toys-R-Us
- Vital Signs
- Benjamin Moore
- Computer Associates
- Siemens

Adapted from: